

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER

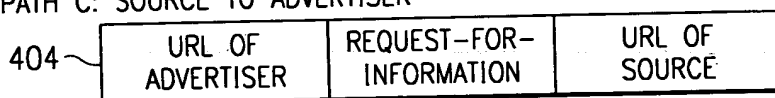


FIG. 4c

PATH D: ADVERTISER TO SOURCE

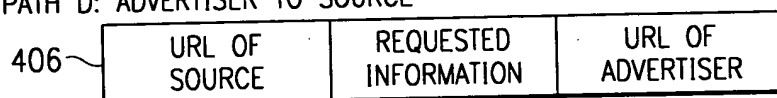


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

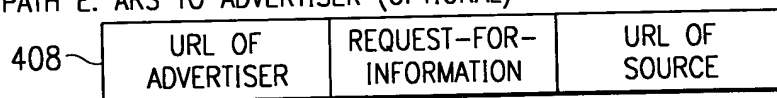
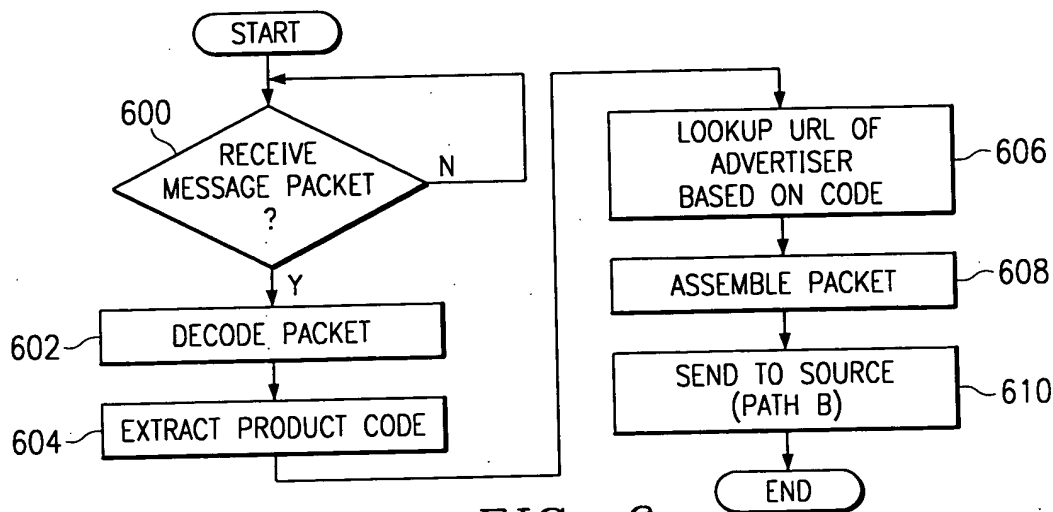


FIG. 4e



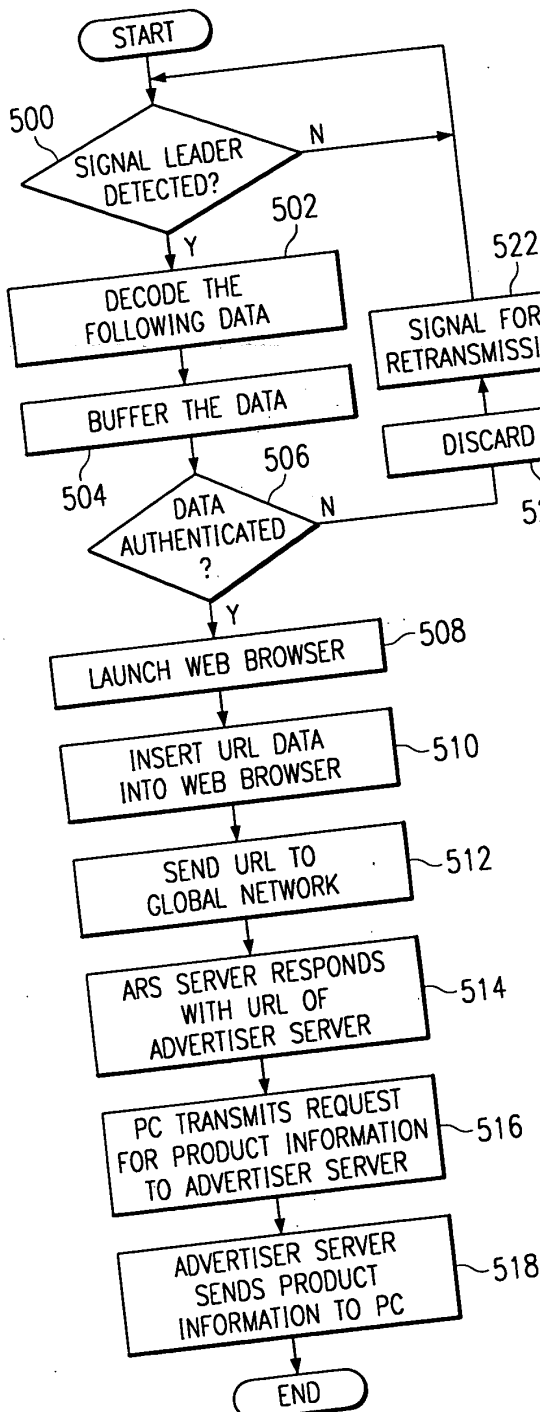


FIG. 5

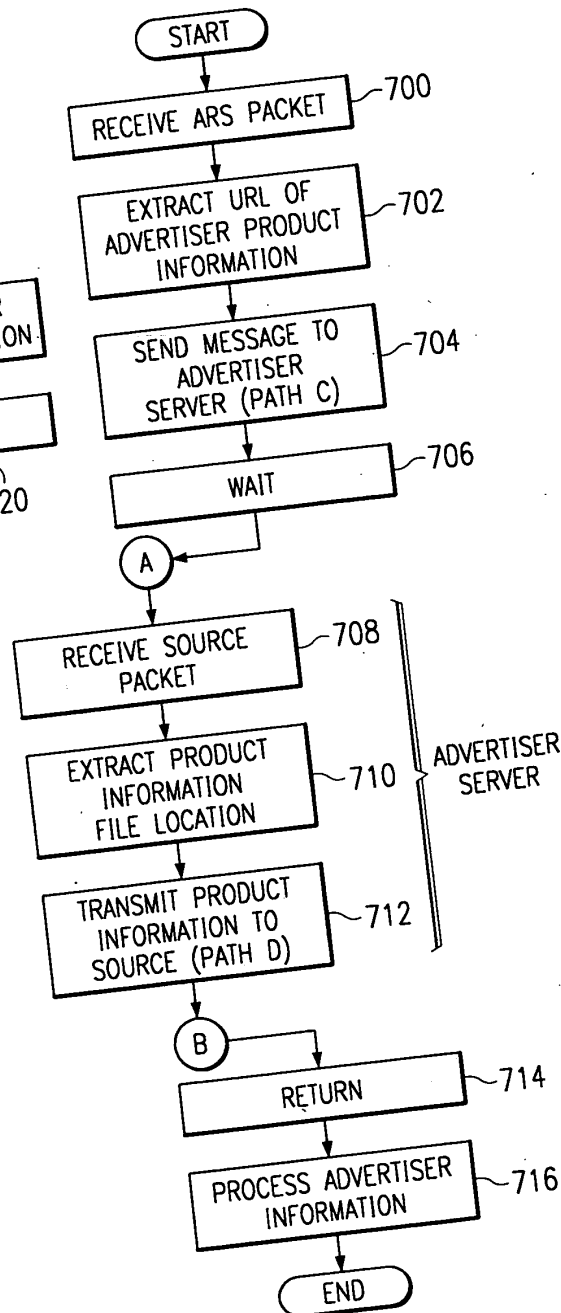


FIG. 7

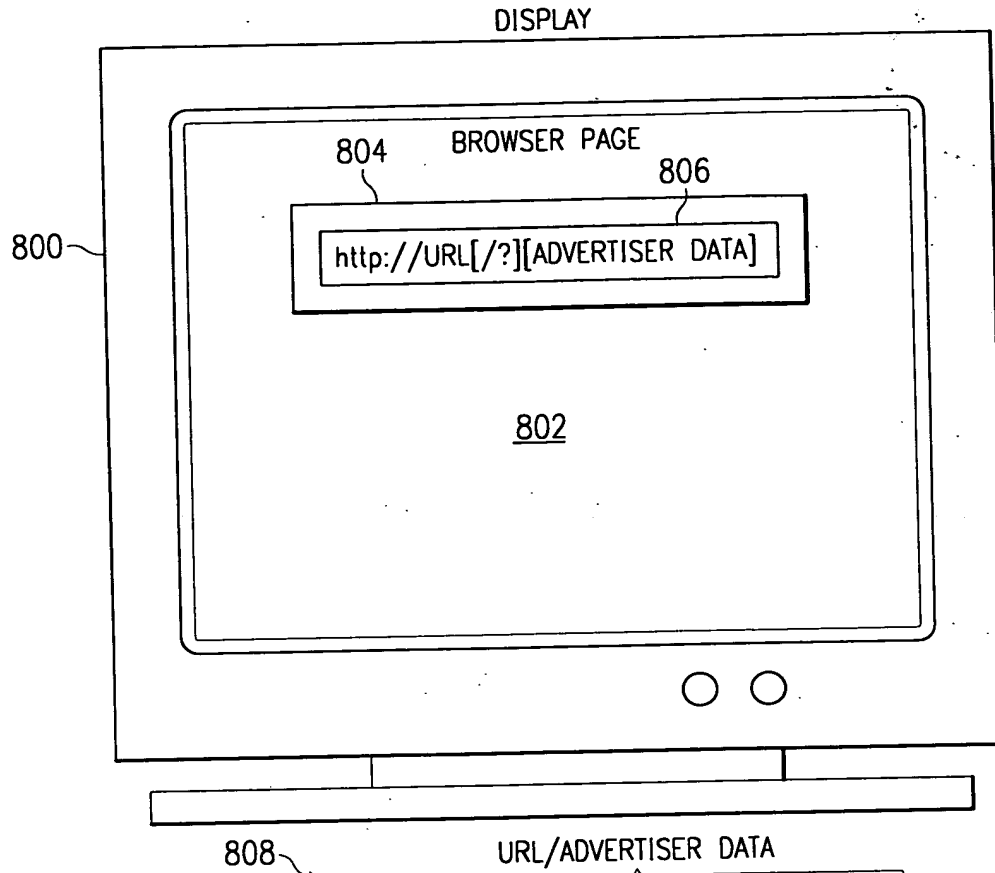


FIG. 8

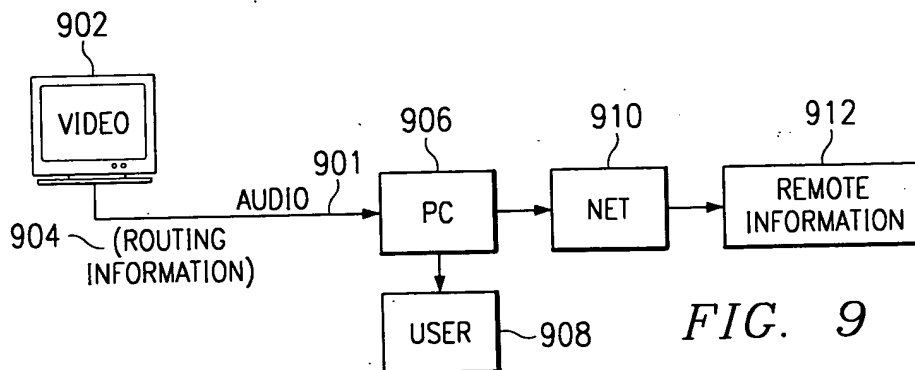
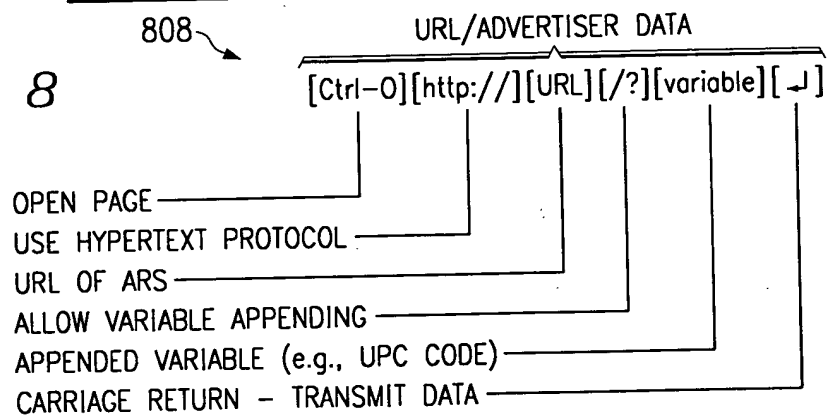
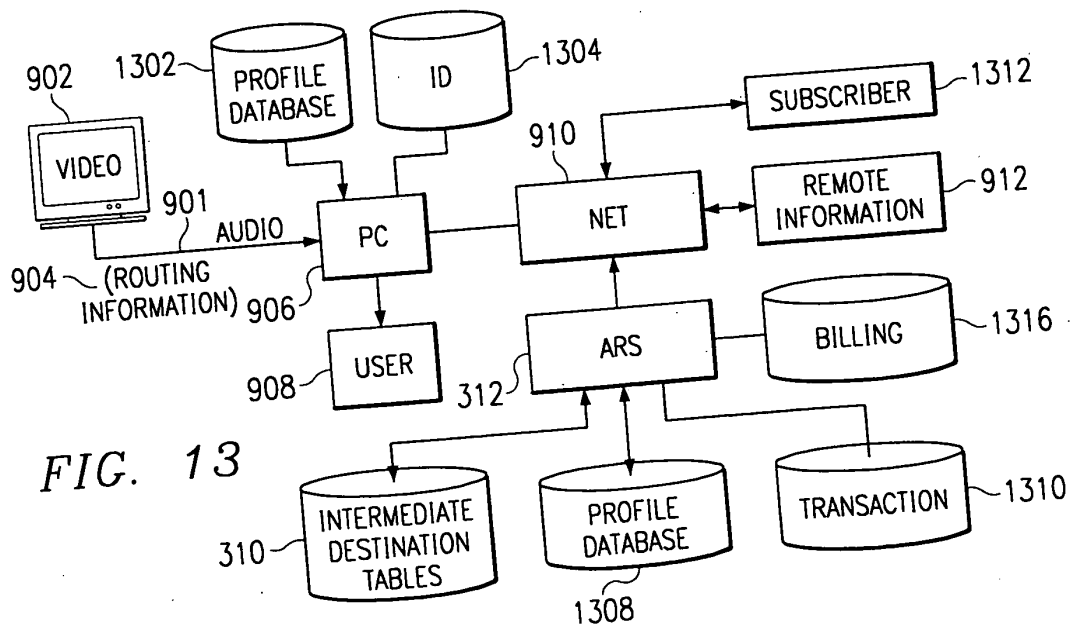
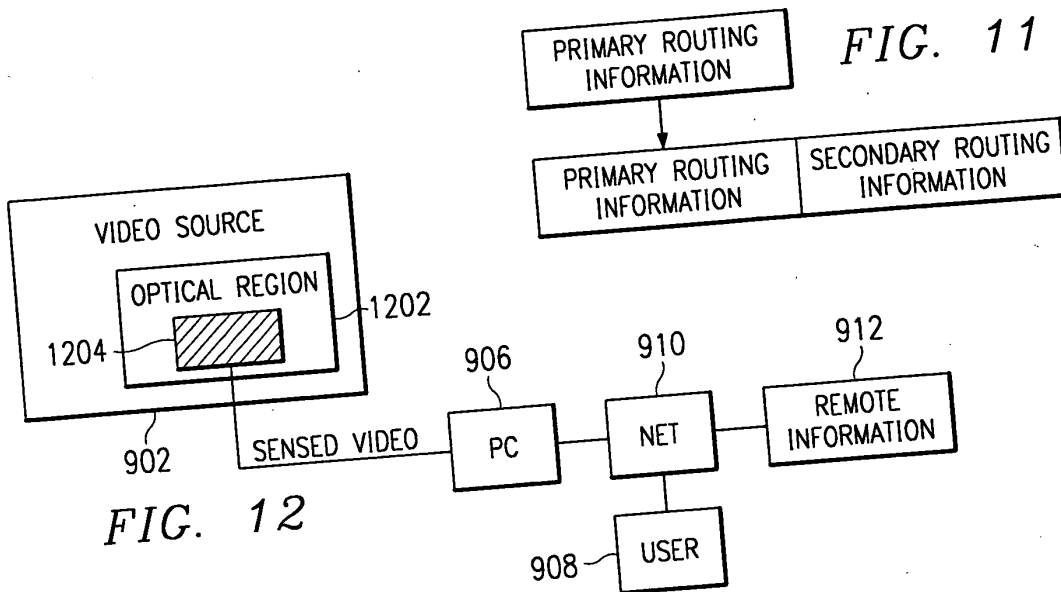
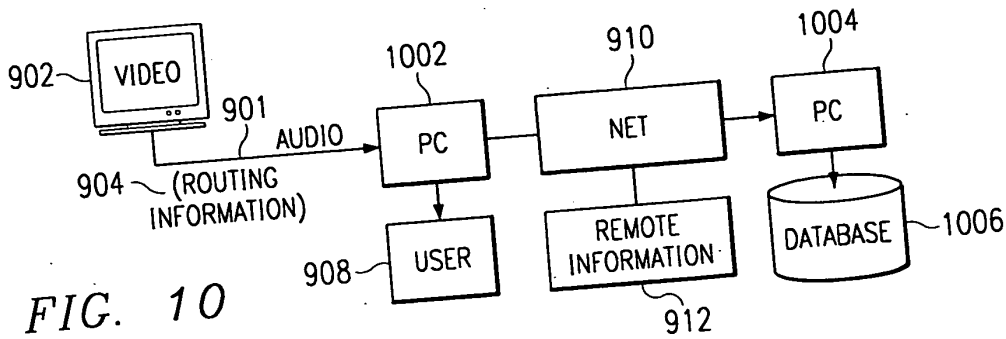


FIG. 9



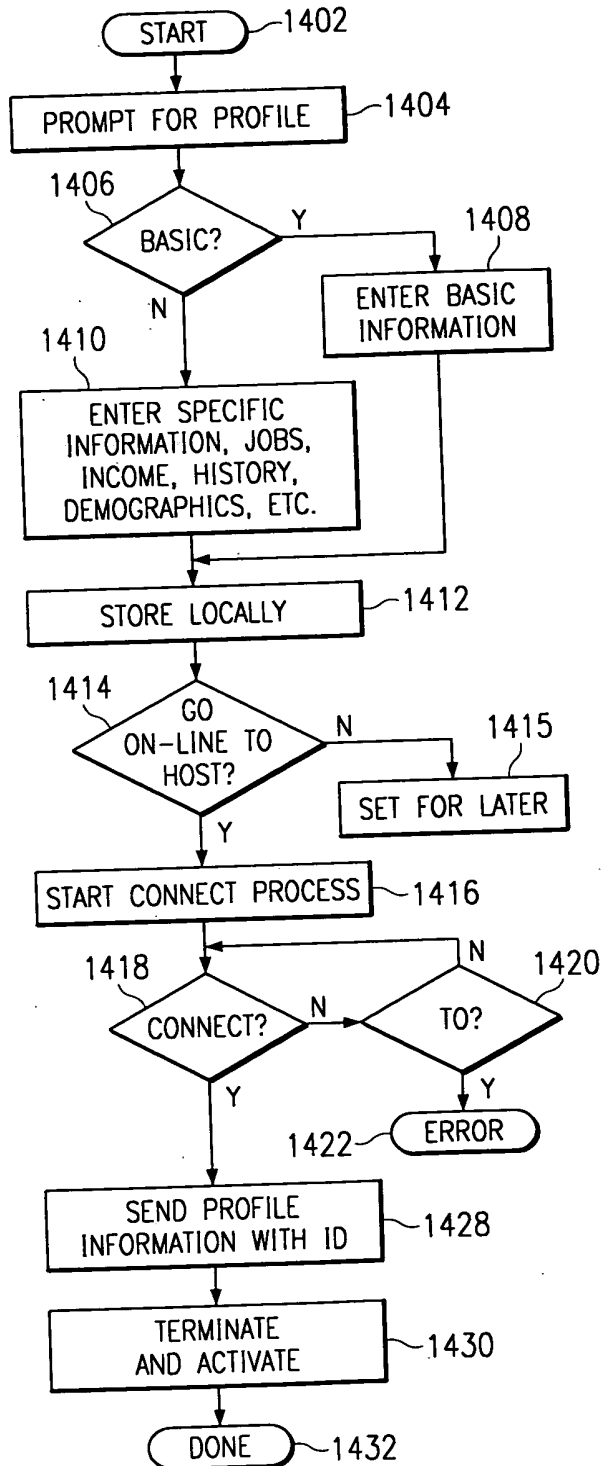


FIG. 14

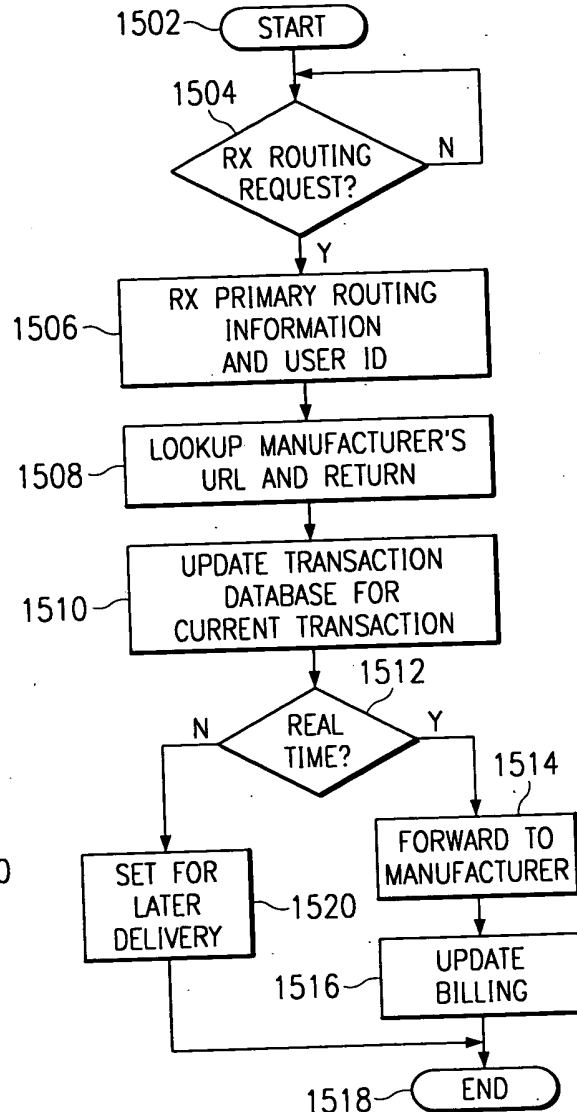


FIG. 15

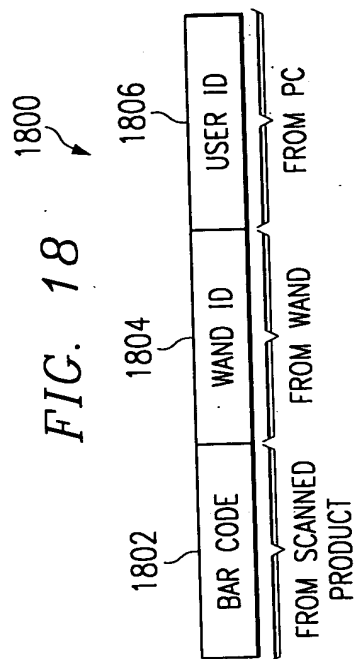
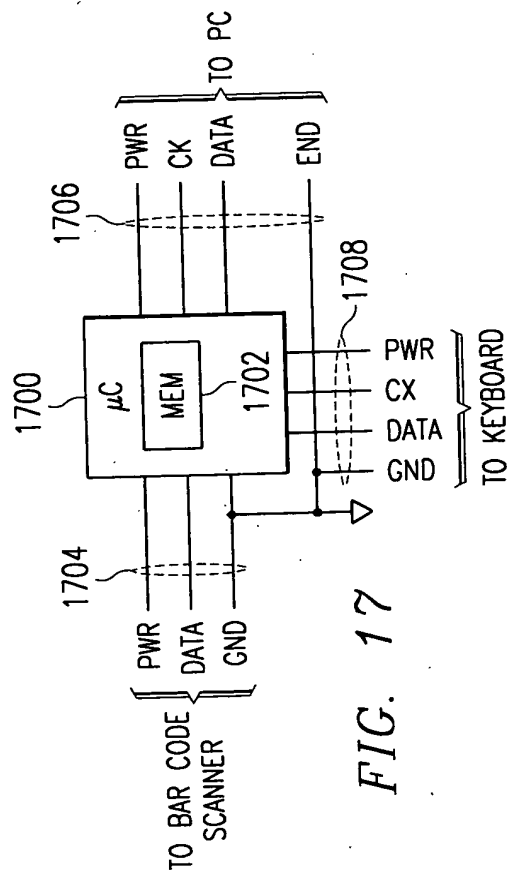
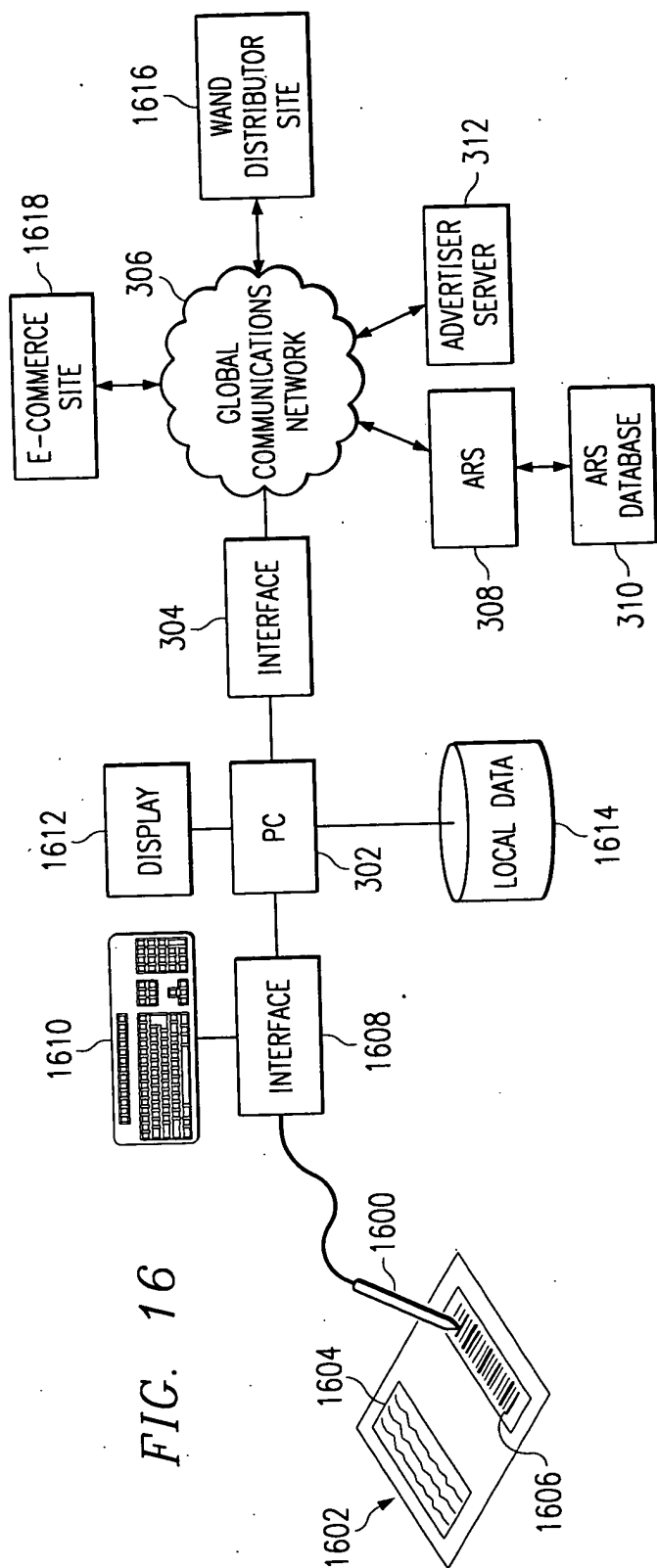


FIG. 19

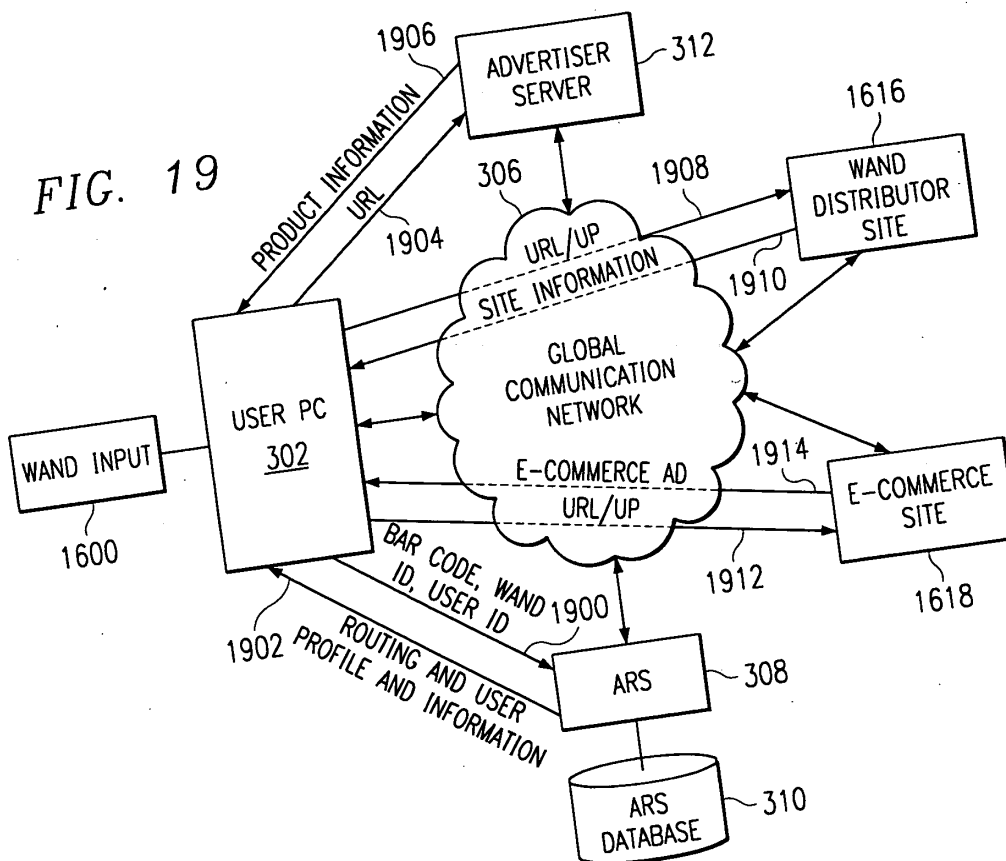


FIG. 20

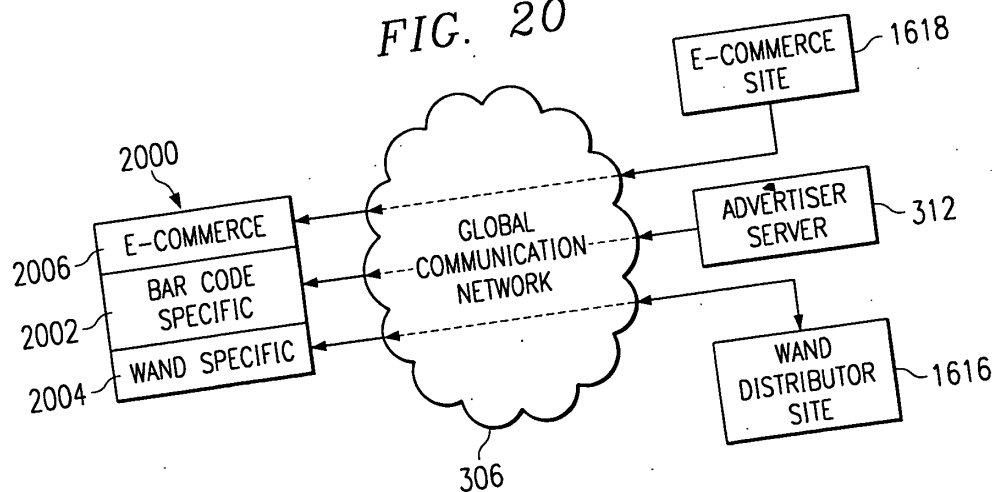




FIG. 21

ARS DATABASE  
2100

2102 PRODUCT			2104 WAND		2106 USER		2108 E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR		PROFILE		BAR CODE	INFORMATION

FIG. 22

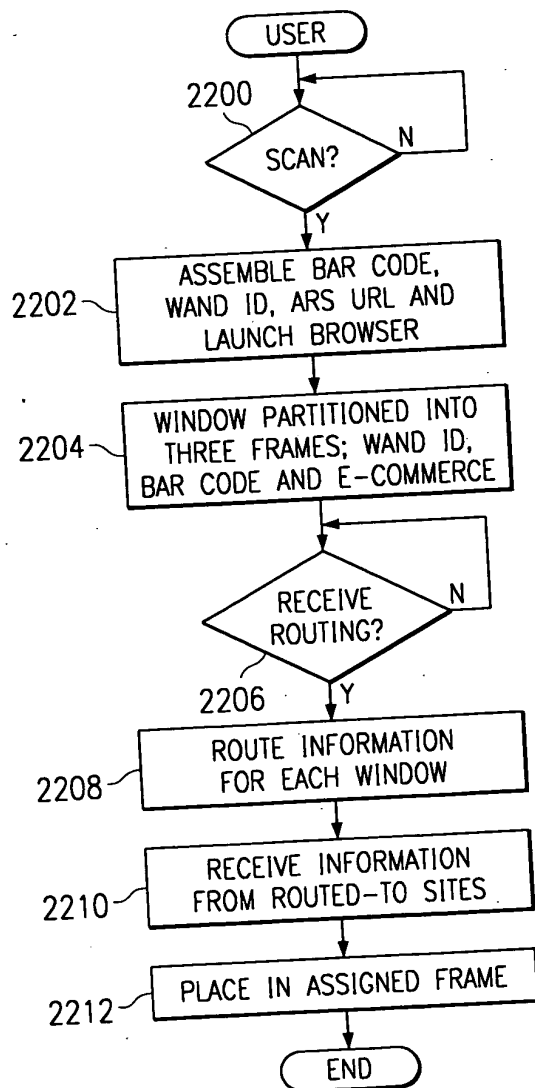


FIG. 23

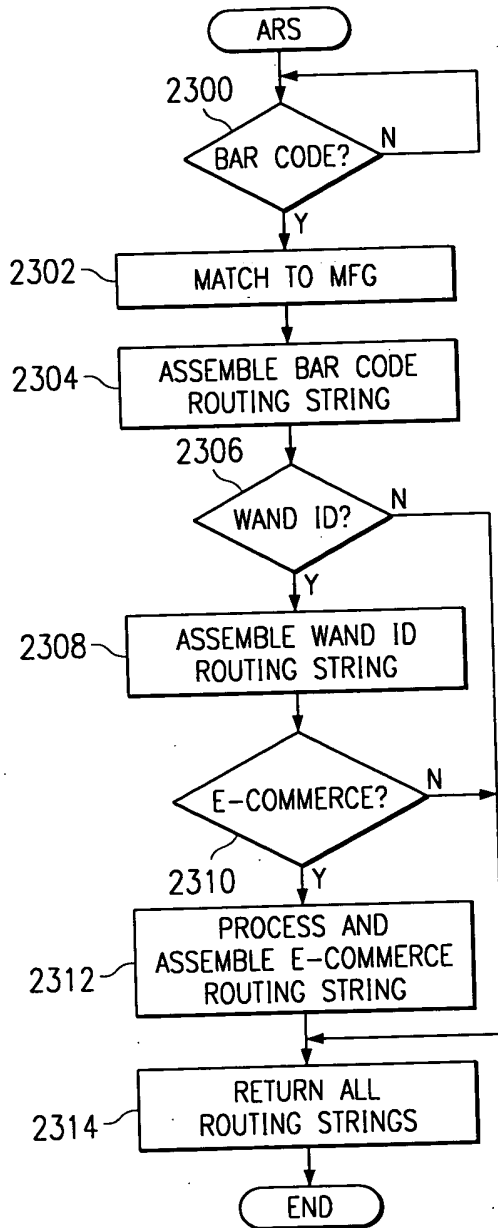


FIG. 24

